

Batter Bread that Makes YOUR MOUTH WATER

MADE WITH Good Luck Baking Powder

"Good Luck" purity is guaranteed under the Pure Food and Drugs Act For sale by grocers everywhere Ask for it.

The Southern Mfg. Co.
Richmond, Va.

UNITED DOCTORS

Specialist in Chronic Diseases.
308-312 Lyric Theatre Bldg.

Everybody's Carrying a Party Case!

The cleverest and smartest conceit of the season—Party Cases!



The above is only one of our hundreds of designs in all leathers, all colors, all sizes, all prices. Fitted with file, comb, mirror, purse, powder box, smelling salts, memo. pad and pencil, in silver or gilt.

The Cleverest Ideas.
Largest Stocks
At

\$2
And up to \$15.00.

Roundtree's

NEW STORE
313 East Broad St.



The Call of the Season

Women's Patent Button Boots, gray and fawn tops; worth \$4.00, the pair only

\$2.00

Women's Button Shoes, patent vamp, black brocade back, new Spanish heel; worth \$4.00, the pair only

\$2.00

Albert Stein

King of Shoes
Cor. 5th and Broad St.

Sweater Specials

Women's Sweaters, made with high roll collar, pearl buttons, fancy knit; colors are red, navy and gray; 95c worth \$1.50; special at.....

Women's Wool Sweaters, made with high roll collar; colors are navy, gray and red, fancy knit, pearl buttons; worth \$3.00; our special..... **\$1.95**

Women's All-Wool Sweaters, Norfolk style, with pockets and high roll collar, red, navy and gray, fancy knit, good pearl buttons; worth \$4.00; special..... **\$2.95**

EVERYTHING COSTS LESS AT

WEISBERGER'S

RICHMOND'S GREAT STORE

Women's Raincoats

Women's Raincoats, in tan only, made of single texture materials, but very heavy; worth \$2.00; special at..... **\$1.95**

Women's Heavy Quality Raincoats, in blue and tan, high button collar and absolutely rainproof; worth \$4.00 and \$4.75; special at..... **\$2.95**

Women's Raincoats, made of fine mercerized poplin, in blue and tan, silk yoke and belt; worth \$5.00 and \$6.00; special at..... **\$3.95**

Our Second Annual Christmas Silk Sale

Starts To-Morrow Morning, Offering Truly Sensational Values on Highest Grade Silks

General market conditions this season have greatly favored us in securing extraordinary values for this occasion that under ordinary circumstances it would be impossible to obtain. This is a sale that will again prove our value-giving and selling supremacy over any other Richmond store. Undoubtedly this is the most phenomenal silk sale ever held in this city.

Savings of One-Third to One Half on What You Would Have to Pay Elsewhere

24-inch Plain All-Silk Messalines; every well known fall shade in this lot, including white and black; value 75c; Xmas Silk Sale..... 55c	40-inch Black All-Silk Satin Berber (Cheney's); a crepey effect and an extra heavy grade of rich all pure silk material; sells at \$1.00 yard, Xmas Silk Sale..... 79c	40-inch Black Chiffon Taffeta; a quality that will not split; soft in texture, glossy black and will give splendid wear; value \$2.00 yard, Xmas Silk Sale..... \$1.49	30-inch Kimono Silks, in pretty and unique designs, both in Jap and floral patterns; comes in dark and light colors; value 60c; Xmas Silk Sale..... 49c
36-inch Colored Taffetas and Poplins; plain and fancy; in a range of pretty new colors and patterns; also black; \$1.00 value, Xmas Silk Sale..... 73c	40-inch Crepe de Chine; a beautiful quality; made of purest silk, with a full crepey finish; fashion's favorite for graceful dressy gowns; \$1.50 value, Xmas Silk Sale..... 95c	40-inch Figured Crepe de Chine, shown in a fine range of the best colorings for formal occasions and general wear; a limited number of patterns; value \$2.00 yard, Xmas Silk Sale..... \$1.39	36-inch Tub or Wash Silks, imported, extra heavy grade and all fast colors, in green, black, lavender and blue stripes; this is the \$1.00 quality, Xmas Silk Sale..... 73c
36-inch Plain Black All-Silk Messaline; a beautiful heavy quality, with a pretty sheen; the \$1.00 value, Xmas Silk Sale..... 59c	24-inch Cheney's Foulards, waterproof; first showing of new pretty patterns of 1915 Foulards; colors all new and designs exclusive; 85c values, Xmas Silk Sale..... 63c	40-inch All-Silk Crepe de Chine, exceptional quality of pure silk, in the correct shades for street and evening wear; a quality that sells readily at \$1.75 yard, Xmas Silk Sale..... \$1.19	36 and 40-inch Crepes, satin Nouveau Crepe Cascade and Radiums, in shades of Copenhagen only; one of the best values ever offered in this city; \$1.25 and \$1.50 values, Xmas Silk Sale..... 69c
36-inch All-Silk Messalines (Stehl's); in every shade brought out this season; the best made and every yard guaranteed; sells at \$1.00 yard, Xmas Silk Sale..... 85c	36-inch Black Satin Brilliant, superb grade; an unusually fine bright lustrous quality; makes very practical and dressy gowns; standard \$1.25 value, Xmas Silk Sale..... 95c	36-inch Brocade Messalines, evening shades only; a rich heavy quality and pretty designs, fine for evening dresses, opera coats, etc.; value \$1.35 a yard; Xmas Silk Sale..... 95c	40-inch Brocade Charmeuse, a fine French fabric, made of pure silk, medium weight and beautifully finished; a \$1.50 value, Xmas Silk Sale..... \$1.23
40-inch Silk and Wool Poplins, all the new colors and a quality that will not crush or split; this value is sold at \$1.25 a yard, Xmas Silk Sale..... 89c	40-inch Black Silk Paradise Satin or Charmeuse, the finish and general appearance of this silk will appeal to women who appreciate a rich looking fabric; value \$2.00 yard, Xmas Silk Sale..... \$1.50	30-inch Two-Toned Brocade Marvelette Corduroys, combinations are good and coloring just right; a novelty in corduroys only to be seen here; value \$1.25 a yard, Xmas Silk Sale..... 89c	36-inch Pencil Stripes Satin Messalines, all dark colors; a good heavy quality of silk; this grade sells regularly at \$1.00 yard, Xmas Silk Sale..... 77c
36-inch Roman Stripe Satin Messalines, a combination of rich bright shades used extensively this season; \$1.75 value, Xmas Silk Sale..... \$1.35			30-inch Plain Corduroys, desirable for coats and suits, in good staple shades; also cream; value \$1.25 a yard, Xmas Silk Sale..... 79c
			24-inch Brocade Velveteens, rich nobby designs, in all the new fall shades; chiffon finish; value \$1.25 a yard, Xmas Silk Sale..... 89c
			24-inch Velveteens, in black and all the best staple colors; all in soft Chiffon finish; silky sheen, fast pile and fast color; value \$1.25 a yard, Xmas Silk Sale..... 63c
			18-inch Silk Faced Velvets, a very superior imported weave, fast pile and a quality that can not be duplicated at this price; value \$1.25 a yard, Xmas Silk Sale..... 95c
			22-inch German Velveteen, in all the fall staple shades, including black; a limited quantity of this grade of velvet; value 60c; Xmas Silk Sale..... 42c

Women's Coats \$9.75

Positively Worth \$15.00

The continued warm weather this season has retarded the sale of Suits, and several manufacturers who were overstocked sold us at sacrifice prices to unload. Made of astrakhan, plaids, chinchilla and fancy mixtures, in a good range of colors; some of them are trimmed at cuffs and collar, while others are better trimmed; some are draped in the back to give a cape effect, while all are splendidly made in the newest style features.

Women's Coats \$19.75

Worth \$27.50 and \$30

Beautiful New Fall Coats that exemplify the best there is in expert tailoring and style features.

Made of fine plush, astrakhan, chinchilla, fancy plaids, beautiful mixtures and broadcloths, with trimmed collars and cuffs, with or without belts, some in cape effects, others draped, well tailored and perfect in fit.

Women's Fall Suits \$16.75

Worth \$27.50 in Any Other Store

These Suits were bought from a large maker who had the materials on his hand, which he made up in high class suits in order to keep his expert men busy. He gladly sold them to us at a great sacrifice.

Made of chiffon broadcloths, and fine gabardines, with fur trimmed collars and cuffs; cut in the new military effects, with splendid fit and style. The skirts are made in the yoke effect, with button trimmings and circular flare at the bottom. The suits are unusually well tailored and perfect in fit.

Women's Suits \$14.75

Worth \$25 in Any Other Store

Women's New Fall Suits, made of the famous Forreman and Hoffman broadcloths or gabardines, with fur trimmed coats in long and short models; yoke pleated skirts that flare at the bottom; good range of colors and splendidly tailored. Many of these Suits are in the new military effects, but all are delightful styles, as we had them made according to our own ideas of style correctness.

Women's Suits \$9.75

Worth \$15.00

These Suits are made according to our own specifications, and embody the best of styles and workmanship; made of serges, gabardines, poplins and all-wool chevrons, in the latest and best colorings. Styles feature both long Redingote and short model coats, with long tunic and pleated skirts, nicely trimmed with fur and plush at collars and cuffs.



Double Bed Size Sheets, Regular 50c 39c

By taking advantage of a drop in the market, we obtained this lot of excellent quality Bleached Sheets at a price that brings them to you at a great saving.

81x90 Atlantic Hemstitched Sheets, extra fine quality, torn and hemmed for double beds; worth 95c, at..... 75c	45x36 Bleached Pillow Cases, large size, good heavy quality; worth 18c, at..... 12 1/2c
42x36 Bleached Pillow Cases, a very good quality, worth 12 1/2c, at..... 8c	Crochet Bedspreads, extra large size, good heavy quality, assorted patterns; worth \$2.00, at..... \$1.35
Crochet Bed Spreads, for double-beds, in Marseilles patterns; a very good quality; worth \$1.25, at..... 79c	Crochet Bedspreads, with fringe, large size, very pretty, Marseilles designs; worth \$2.25, at..... \$1.59

Weisberger's Street Floor.

Wash Fabrics

Shirting Madras, 32 inches wide, white ground with black and colored figures and stripes; worth 16c yard, at..... 11c
Outing Flannel, in stripes and checks, well napped and good heavy quality; worth 10c, at..... 7 1/2c
Dress Gingham, in a big assortment of patterns, one of the best qualities, made to sell at 12 1/2c; special at..... 9c
Percales, light and dark grounds, all new patterns, yard wide, extra fine and soft finish; worth 12 1/2c, at..... 8 1/2c
Serpentine Crepes, in a big range of patterns for kimono, also plain shades; worth 18c, at..... 12 1/2c
Kimono Flannels, in a big assortment of floral and Persian patterns, heavy weight Flannels; worth 15c, at..... 9 1/2c

Weisberger's Street Floor.

Women's \$2 and \$2.50 Shoes \$1.50



An unusually fine lot of Women's Button and Lace Shoes, all sizes in the lot, but not in any one style.

While the Lot Lasts, \$1.50

Our Standard Shoes; others ask \$3.50..... **\$2.95**

Fifty styles to choose from, in all the newest toes and heels, with cloth and leather tops; all sizes; a fit for every foot.

"Gaiter Boots." The fad for these shoes has grown so that every well dressed young woman must have a pair; Good-year welt, sewed soles and French heels; made of splendid leather; regular value \$5.00, special..... **\$3.95**

Weisberger's Street Floor.

Men's Furnishings Specials for Monday

Best 50c quality Night Robes, with military or attached collars, full size garments; Monday only..... 39c
\$1.00 Heavy and Medium Weight Ribbed Underwear, closed crotch, perfect fitting garments; special for Monday..... 85c
Men's 15c Lisle Hose, made with double heel, too and sole; good wearing quality; Monday's special..... 10c
\$4.00 Men's Bath Robes, in a beautiful range of combination colors, with satin yoke, taped seams, girdle to match; specially priced..... \$2.95

Weisberger's Street Floor.

\$12.50 Dining Table

\$7.95



Solid Oak Dining Table, 42-inch top, 6-foot long, heavy pedestal; golden oak, Early English or fumed..... **\$7.95**

\$3.00 Dining Chair

\$1.95



Solid Oak Dining Chair, Dixie leather pad seat, very massive, in golden oak, Early English or fumed..... **\$1.95**

\$10 Iron Bed,

\$5.98



This Massive Bed, as shown, with 2-inch continuous posts and 5 heavy solid 3/4-inch pillars. Best hard baked enamel finish. All sizes..... **\$5.98**

Children's Fall Coats Specially Priced

Children's Coats of chinchilla, astrakhan, fancy mixtures and plaids, with belt and trimmed collars and cuffs; ages 3 to 6; worth \$6.00; special..... **\$3.95**

Children's Heavy Weight Coats, made of chinchilla and astrakhan, in black, navy and brown, well trimmed, ages 8 to 14 years; worth \$5..... **\$3.95**

Children's Astrakhan Coats, nicely trimmed and well made, a good line of desirable colors, ages 8 to 14 years; worth \$7.50; special..... **\$5.75**

Children's Coats, made of good heavy zibeline and chinchilla, in a good range of colors, nicely trimmed and well made, ages 3 to 6; worth \$3.00; special..... **\$1.95**

Weisberger's Second Floor.



Beautiful FURS

Now ready for your inspection and purchase, a complete line of Furs of every kind. Furs make excellent Christmas gifts, and we guarantee to save you one-third or more over what you would pay elsewhere.

FUR COATS..... **\$1.95 to \$25**
FUR SCARVES..... **\$2.50 to \$25**
FUR SETS..... **\$4.95 to \$50**

Weisberger's Second Floor.